



INTENDED AGENDA

<i>Check-in and Ice-breaker Take Place on the Weekend Before Program Officially Starts</i>			
WEEK 1: Chinese Market Entry & Expansion – International Corporate			
Monday	Challenges and Opportunities in Current China's Business Environment	Challenges and Opportunities in Current China's Business Environment	
Tuesday	International Relations and Geopolitics of China	China's Legal Environment and IPR Protection	City Tour
Wednesday	China Market Entry Strategy	Case study: Taobao vs. Ebay	
Thursday	Company visit: Bosch	Guest Speaker: Chinese Leadership Style and Talent Management	
Friday	Company visit: Infosys		
WEEK 2: Competing with Global Brands – Domestic Corporate			
Monday	Economic Development in China	Cultural Experience	
Tuesday	China's C2C Market (Zhang Cheng)	Managing the Digital Firm-Info system, Big Data, and E-commerce	
Wednesday	Social Media and Transformation	Social Media and Business Transformation Case: Yesmywine	
Thursday	Company visit: Yesmywine		
Friday	Reflection & Presentation		Closing Dinner

*Program schedule is intended to change; final version will be available by March 1, 2017.



COURSE OUTLINE

Course 1: Challenges and Opportunities in Current China's Business Environment

- Fast 30 years economy growth—the drivers and its drivers
- Beyond the fast growth—Overseas investments; trends and opportunities
- China today—Beneath the fast growth—the good, the bad, the ugly, the clean up
- China business landscape—market, meet the consumers
- China Business today—what now; new initiative, new opportunities

Course 2: International Relations and Geopolitics of China

- China's paradigmatic transformation in its international relations
- China's geopolitical relations with major powers (US/Russia/Japan, etc.)

Course 3: China's Legal Environment and IPR Protection

- Legal Culture as part of the environment
- The attitude of the public and the government about fake market
- Dilemma of foreign business in the booming huge market
- Dancing with the wolves or leaving on a jet-plane?
- To-do list

Course 4: China Market Entry Strategy

- Taobao and Ebay case
- Wahaha and Danone case

Course 5: Economic Development in China

- Transition of China's development model
- Structure change of the economy
- The future of China

Course 6: China's C2C Market

- Chinese market characteristics
- 4P and CRM
- Copycats and their capabilities and advantages
- Survive in the world: different competitions, reinvention
- IT enablers and social marketing

Course 7: Managing the Digital Firm-Information System, Big Data and E-commerce

- The Characteristics of big data that firms should pay attention to
- The timing of firms choose to invest in big data
- Other information should be linked



Course 8: Social Media and Transformation

- Application of social media (and UGC) in marketing communication
- Consumer behavior underpinnings of social media
- Impact of social media on marketing strategy
- Social media tracking and measurement
- User-generated content represents a wealth of behavioral data.
- Social media analysis and marketing accountability
- Besides sharing the research findings in consumer behavior and empirical modeling realms according to these issues, successful cases from global brands
- Chinese brands and the government solutions from leading social media research companies and analyses in social media platforms would be demonstrated and elaborated.

